INTEGRATED NIELSEN PERFORMANCE
ALL OUTLETS COMBINED
WEEK ENDING 8/20/94

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Mar-94	Apr-94	May-94	Jun-94	Jul-94	MTD	7/30	8/6	8/13	8/20	Diff vs. wk-ago	7/30	8/6	8/13	8/20	Diff vs. 4w-ago
≫lip Morris	41.63	45.50	45.64	46.12	46.54	46.67	46.48	46.22	46.39	45.91	46.26	46.49	0.23	46.48	46.36	46.29	46.26	-0.28
³M Premium	31.00	34.90	36.50	36.98	37.52	37.76	37.84	37.64	37.78	37.31	37.64	37.98	0.34	37.84	37.74	37.66	37.67	-0.21
³M Discount	10.51	10.56	9.12	9.11	9.00	8.90	8.63	8.55	8.61	8.58	8.58	8.47	-0.11	8.63	8.61	8.60	8.56	-0.09
³M Branded Discount	7.55	7.81	7.29	7.30	7.27	7.17	7.04	7.05	7.04	7.09	7.09	6.96	-0.13	7.04	7.05	7.07	7.05	0.00
³M Private Label	2.96	2.75	1.84	1.81	1.74	1.74	1.59	1.50	1.57	1.49	1.49	1.51	0.02	1.59	1.55	1.53	1.52	-0.08
³M Assorted Promo	0.11	0.03	0.02	0.03	0.01	0.01	0.02	0.03	0.02	0.02	0.04	0.04	0.00	0.02	0.01	0.02	0.03	0.02
.J. Reynolds	33.58	31.87	29.46	28.99	28.57	28.40	28.54	28.87	28.79	28.97	28.87	28.78	-0.09	28.54	28.69	28.79	28.85	0.38
JR Premium	16.88	16.72	16.89	16.76	16.83	16.74	16.92	17.09	17.06	17.06	17.08	17.13	0.05	16.92	17.00	17.08	17.08	0.18
JR Discount	16.51	15.06	12.52	12.16	11.68	11.60	11.55	11.71	11.65	11.84	11.72	11.58	-0.14	11.55	11.62	11.64	11.70	0.20
JR Branded Discount	11.77	10.43	8.45	8.23	7.83	7.84	7.79	7.95	7.77	8.01	7.99	7.86	-0.13	7.79	7.83	7.85	7.91	0.10
JR Private Label	4.74	4.63	4.06	3.94	3.85	3.76	3.76	3.76	3.88	3.83	3.73	3.73	0.00	3.76	3.79	3.78	3.79	0.10
JR Assorted Promo	0.20	0.09	0.04	0.07	0.06	0.06	0.07	0.07	0.07	0.08	0.06	0.07	0.01	0.07	0.07	0.07	0.07	0.00
Brown & Williamson	10.70	9.81	10.04	10.20	10.32	10.48	10.44	10.39	10.35	10.54	10.41	10.23	-0.18	10.44	10.42	10.40	10.38	-0.09
& W Premium	4.33	3.99	4.14	4.14	4.09	4.14	4.22	4.15	4.22	4.15	4.17	4.13	-0.04	4.22	4.18	4.18	4.17	-0.06
& W Discount	6.37	5.82	5.90	6.06	6.23	6.33	6.22	6.24	6.14	6.39	6.23	6.10	-0.13	6.22	6.24	6.22	6.22	-0.02
.orillard	5.73	5.38	6.40	6.32	6.30	6.28	6.40	6.40	6.43	6.36	6.46	6.40	-0.06	6.40	6.39	6.41	6.41	0.03
.orillard Premium	5.70	5.25	6.10	6.01	5.97	5.97	6.09	6.08	6.10	6.03	6.11	6.04	-0.07	6.09	6.07	6.08	6.07	-0.01
.orillard Discount	0.03	0.13	0.30	0.30	0.33	0.31	0.31	0.34	0.33	0.33	0.35	0.35	0.00	0.31	0.32	0.33	0.34	0.04
American Tobacco	5.92	5.50	6.28	6.29	6.20	6.15	6.15	6.13	6.04	6.17	6.16	6.05	-0.11	6.15	6.14	6.15	6.11	-0.04
American Premium	3.29	3.04	3.16	3.13	3.12	3.10	3.07	3.07	3.04	3.09	3.09	3.03	-0.06	3.07	3.06	3.08	3.06	-0.02
American Discount	2.63	2.45	3.12	3.15	3.08	3.05	3.08	3.06	3.00	3.08	3.07	3.03	-0.04	3.08	3.08	3.07	3.05	-0.02
Amer Branded Discount	2.20	1.91	2.31	2.36	2.41	2.39	2.40	2.37	2.35	2.40	2.37	2.35	-0.02	2.40	2.39	2.38	2.37	-0.02
Amer Private Label	0.43	0.55	0.82	0.79	0.67	0.67	0.68	0.69	0.65	0.69	0.70	0.68	-0.02	0.68	0.69	0.69	0.68	0.00
.iggett	2.31	1.82	2.02	1.95	1.94	1.89	1.86	1.86	1.87	1.92	1.73	1.93	0.20	1.86	1.87	1.84	1.87	0.01
.iggett Premium	0.74	0.59	0.56	0.55	0.53	0.52	0.52	0.52	0.51	0.55	0.50	0.52	0.02	0.52	0.53	0.52	0.52	0.00
.iggett Discount	1.57	1.24	1.46	1.40	1.41	1.37	1.34	1.34	1.36	1.38	1.23	1.41	0.18	1.34	1.35	1.32	1.35	0.01
Lig Branded Discount	0.36	0.27	0.35	0.36	0.34	0.30	0.28	0.23	0.26	0.22	0.24	0.22	-0.02	0.28	0.27	0.25	0.24	-0.06
Lig Private Label	1.22	0.97	1.11	1.04	1.07	1.07	1.06	1.11	1.10	1.15	1.00	1.19	0.19	1.06	1.08	1.07	1.11	0.06
A/O Co -International	0.13	0.12	0.16	0.15	0.14	0.14	0.14	0.12	0.13	0.13	0.12	0.12	0.00	0.14	0.13	0.13	0.12	-0.01

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Source: Nielsen Integrated Panel.

Source: https://www.industrydocuments.ucsf.edu/docs/krjm0004

INTEGRATED NIELSEN PERFORMANCE
ALL OUTLETS COMBINED
WEEK ENDING 8/20/94

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Mar-94	Apr-94	May-94	Jun-94	Jul-94	MTD	7/30	8/6	8/13	8/20	Diff vs. wk ago	7/30	8/6	8/13	8/20	Diff vs. 4w ago
Philip Morris	41.63	45.50	45.64	46.12	46.54	46.67	46.48	46.22	46.39	45.91	46.26	46.49	0.24	46.48	46.36	46.29	46.26	-0.28
PM Premium-Shr Prem	50.04	54.08	54.16	54.70	55.10	55.31	55.07	54.89	54.92	54.68	54.84	55.15	0.31	55.07	54.98	54.86	54.90	-0.21
PM Discount-Shr Disc	27.88	29.91	28.08	28.25	28.32	28.15	27.67	27.31	27.67	27.11	27.48	27.34	-0.14	27.67	27.55	27.56	27.40	-0.36
PM Brd Disc-Shr Brd	26.63	29.55	29.54	29.60	29.71	29.37	29.22	29.09	29.43	28.95	29.16	29.15	-0.02	29.22	29.22	29.28	29.17	-0.02
PM PL- Shr PL	31.68	30.95	23.47	23.86	23.67	24.00	22.39	21.21	21.82	20.81	21.58	21.25	-0.32	22.39	21.86	21.69	21.36	-1.47
Marlboro	22.04	26.63	27.39	27.90	28.46	28.85	29.01	28.93	28.97	28.60	28.90	29.30	0.40	29.01	28.92	28.88	28.94	-0.08
Red	8.04	9.79	9.94	10.11	10.02	9.97	10.31	10.38	10.37	10.28	10.31	10.55	0.24	10.31	10.32	10.34	10.38	0.13
Lights NM	9.85	11.70	12.46	12.75	12.72	12.59	12.91	13.00	12.98	12.83	13.04	13.13	0.09	12.91	12.93	12.97	12.99	0.12
Gold	2.01	2.46	2.42	2.45	2.47	2.54	2.54	2.52	2.51	2.49	2.51	2.58	0.07	2.54	2.52	2.50	2.52	-0.01
Medium	1.37	1.62	1.54	1.55	1.55	1.56	1.61	1.62	1.62	1.61	1.61	1.63	0.02	1.61	1.61	1.61	1.62	0.02
Menthol	0.59	0.95	0.92	0.93	0.96	0.98	0.99	1.01	1.01	0.97	1.00	1.05	0.05	0.99	0.99	0.99	1.01	0.03
Other PM Premium	9.06	8.30	9.12	9.09	9.06	8.91	8.83	8.73	8.79	8.72	8.77	8.71	-0.06	8.83	8.82	8.80	8.75	-0.11
Benson & Hedges	2.53	2.39	2.60	2.64	2.61	2.51	2.42	2.37	2.41	2.35	2.40	2.37	-0.03	2.42	2.40	2.40	2.38	-0.05
Merit	2.90	2.56	2.88	2.86	2.87	2.83	2.84	2.82	2.86	2.83	2.80	2.82	0.02	2.84	2.84	2.84	2.83	-0.01
Virginia Slims	2.91	2.65	2.91	2.87	2.88	2.84	2.84	2.83	2.83	2.83	2.82	2.83	0.00	2.84	2.85	2.84	2.83	-0.02
Parliament	0.53	0.52	0.56	0.55	0.56	0.57	0.57	0.56	0.54	0.55	0.59	0.55	-0.04	0.57	0.56	0.56	0.56	-0.02
Saratoga	0.12	0.11	0.11	0.11	0.10	0.11	0.10	0.10	0.10	0.10	0.11	0.10	-0.01	0.10	0.10	0.10	0.10	-0.01
Cambridge	2.25	1.94	1.84	1.85	1.82	1.80	1.84	1.89	1.94	1.94	1.89	1.84	-0.05	1.84	1.88	1.90	1.90	0.08
Alpine	0.52	0.44	0.43	0.42	0.41	0.41	0.41	0.40	0.40	0.40	0.41	0.39	-0.01	0.41	0.41	0.40	0.40	-0.02
Bristol	0.53	0.30	0.22	0.20	0.21	0.19	0.18	0.17	0.16	0.17	0.17	0.17	0.00	0.18	0.18	0.17	0.17	-0.02
Basic	4.00	4.95	4.62	4.70	4.69	4.62	4.50	4.50	4.44	4.48	4.54	4.48	-0.06	4.50	4.49	4.50	4.48	-0.02
PM Private Label	2.96	2.75	1.84	1.81	1.74	1.74	1.59	1.50	1.57	1.49	1.49	1.51	0.02	1.59	1.55	1.53	1.52	-0.08
R.J. Reynolds	33.58	31.87	29.46	28.99	28.57	28.40	28.54	28.87	28.79	28.97	28.87	28.78	-0.09	28.54	28.69	28.79	28.85	0.38
RJR Premium- Shr Prem	27.24	25.90	25.07	24.80	24.71	24.52	24.63	24.92	24.82	25.00	24.89	24.87	-0.02	24.63	24.77	24.88	24.90	0.32
RJR Discount- Shr Disc	43.78	42.65	38.53	37.71	36.74	36.67	37.06	37.44	37.43	37.41	37.52	37.37	-0.15	37.06	37.18	37.27	37.43	0.53
Brown & Williamson	10.70	9.81	10.04	10.20	10.32	10.48	10.44	10.39	10.35	10.54	10.41	10.23	-0.18	10.44	10.42	10.40	10.38	-0.09
B & W Premium- Shr Prem	6.99	6.18	6.15	6.12	6.01	6.07	6.14	6.05	6.13	6.08	6.08	6.00	-0.08	6.14	6.10	6.09	6.07	-0.08
B & W Discount- Shr Disc	16.89	16.49	18.16	18.78	19.61	20.03	19.95	19.95	19.72	20.21	19.96	19.67	-0.29	19.95	19.96	19.92	19.89	-0.14
Lorillard	5.73	5.38	6.40	6.32	6.30	6.28	6.40	6.40	6.43	6.36	6.46	6.40	-0.06	6.40	6.39	6.41	6.41	0.03
Lorillard Premium- Shr Prem	9.20	8.14	9.05	8.89	8.77	8.75	8.86	8.84	8.87	8.84	8.90	8.77	-0.13	8.86	8.85	8.86	8.85	0.01
Lorillard Discount- Shr Disc	0.09	0.36	0.93	0.94	1.03	0.98	1.00	1.10	1.06	1.04	1.11	1.14	0.03	1.00	1.02	1.06	1.09	0.12
American Tobacco	5.92	5.50	6.28	6.29	6.20	6.15	6.15	6.13	6.04	6.17	6.16	6.05	-0.10	6.15	6.14	6.15	6.11	-0.04
American Premium- Shr Prem	5.32	4.72	4.69	4.63	4.58	4.53	4.47	4.47	4.43	4.52	4.50	4.39	-0.10	4.47	4.46	4.48	4.46	-0.02
American Discount- Shr Disc	6.97	6.95	9.62	9.78	9.68	9.66	9.88	9.78	9.62	9.75	9.83	9.77	-0.06	9.88	9.85	9.83	9.74	-0.12
Liggett	2.31	1.82	2.02	1.95	1.94	1.89	1.86	1.86	1.87	1.92	1.73	1.93	0.20	1.86	1.87	1.84	1.87	0.01
Liggett Premium- Shr Prem	1.19	0.91	0.83	0.81	0.77	0.76	0.75	0.76	0.75	0.80	0.73	0.75	0.02	0.75	0.77	0.76	0.76	0.00
Liggett Discount- Shr Disc	4.18	3.50	4.50	4.34	4.43	4.33	4.30	4.28	4.37	4.35	3.95	4.56	0.61	4.30	4.31	4.22	4.31	-0.01

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Source: Nielsen Integrated Panel.

Source: https://www.industrydocuments.ucsf.edu/docs/krjm0004

INTEGRATED TOP 25 PERFORMANCE
ALL OUTLETS COMBINED
WEEK ENDING 8/20/94

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Mar-94	Apr-94	May-94	Jun-94	Jul-94	MTD	7/30	8/6	8/13	8/20	Diff vs. wk ago	7/30	8/6	8/13	8/20	Diff vs. 4w ago
Marlboro	22.04	26.63	27.39	27.90	28.46	28.85	29.01	28.93	28.97	28.60	28.90	29.30	0.40	29.01	28.92	28.88	28.94	-0.08
Marlboro B4G1F	0.00	0.00	0.00	0.00	0.63	1.11	0.55	0.29	0.38	0.33	0.30	0.23	-0.07	0.55	0.44	0.36	0.31	-0.39
Winston	5.61	6.10	5.97	5.80	5.86	5.94	6.11	6.17	6.21	6.14	6.14	6.22	0.08	6.11	6.15	6.18	6.18	0.09
Winston Select	0.43	0.58	0.92	0.84	0.92	1.02	1.23	1.26	1.31	1.23	1.28	1.28	0.00	1.23	1.25	1.28	1.27	0.08
Winston Select Lights	0.00	0.07	0.54	0.47	0.51	0.56	0.66	0.68	0.69	0.66	0.70	0.69	-0.01	0.66	0.68	0.69	0.68	0.03
GPC	4.48	4.13	4.42	4.64	4.88	5.01	5.02	5.12	4.93	5.23	5.13	4.99	-0.15	5.02	5.06	5.06	5.07	0.05
Basic	4.00	4.95	4.62	4.70	4.69	4.62	4.50	4.50	4.44	4.48	4.54	4.48	-0.06	4.50	4.49	4.50	4.48	-0.02
Doral	4.27	4.66	4.68	4.53	4.36	4.45	4.54	4.79	4.57	4.76	4.88	4.72	-0.16	4.54	4.61	4.68	4.73	0.21
Camel	3.82	3.88	4.25	4.38	4.41	4.31	4.36	4.45	4.39	4.44	4.47	4.42	-0.05	4.36	4.40	4.44	4.43	0.08
Camel Filters	3.08	3.21	3.61	3.74	3.76	3.66	3.70	3.79	3.71	3.79	3.82	3.76	-0.06	3.70	3.75	3.78	3.77	0.08
Camel Special Lights	0.08	0.50	0.55	0.62	0.60	0.53	0.49	0.48	0.49	0.48	0.50	0.47	-0.03	0.49	0.49	0.49	0.49	-0.01
Camel Non-Filter	0.74	0.67	0.64	0.64	0.65	0.65	0.66	0.65	0.68	0.65	0.65	0.66	0.01	0.66	0.66	0.66	0.66	0.01
Salem	4.22	3.91	3.96	3.92	3.91	3.88	3.88	3.89	3.88	3.88	3.88	3.90	0.03	3.88	3.88	3.88	3.89	0.00
Newport	3.24	3.17	3.90	3.84	3.84	3.87	4.01	3.95	4.01	3.93	3.99	3.94	-0.05	4.01	3.98	3.98	3.97	-0.02
Kool	3.27	3.01	3.09	3.11	3.07	3.13	3.19	3.13	3.20	3.14	3.16	3.10	-0.06	3.19	3.16	3.16	3.15	-0.03
Virginia Slims	2.91	2.65	2.91	2.87	2.88	2.84	2.84	2.83	2.83	2.83	2.82	2.83	0.00	2.84	2.85	2.84	2.83	-0.02
Merit	2.90	2.56	2.88	2.86	2.87	2.83	2.84	2.82	2.86	2.83	2.80	2.82	0.02	2.84	2.84	2.84	2.83	-0.01
Benson & Hedges	2.53	2.39	2.60	2.64	2.61	2.51	2.42	2.37	2.41	2.35	2.40	2.37	-0.03	2.42	2.40	2.40	2.38	-0.05
Monarch	2.81	2.43	2.03	2.06	1.91	1.94	1.89	1.84	1.85	1.87	1.81	1.83	0.02	1.89	1.87	1.83	1.84	-0.06
Cambridge	2.25	1.94	1.84	1.85	1.82	1.80	1.84	1.89	1.94	1.94	1.89	1.84	-0.05	1.84	1.88	1.90	1.90	0.06
Vantage	1.72	1.49	1.45	1.40	1.42	1.38	1.36	1.38	1.37	1.38	1.40	1.37	-0.03	1.36	1.36	1.38	1.38	0.02
Carlton	1.38	1.32	1.39	1.39	1.38	1.36	1.33	1.33	1.32	1.33	1.35	1.32	-0.02	1.33	1.33	1.33	1.33	-0.01
Montclair	0.93	0.83	1.14	1.20	1.25	1.22	1.22	1.21	1.18	1.24	1.21	1.20	-0.01	1.22	1.21	1.22	1.21	-0.01
Best Value	3.51	2.27	1.19	1.13	1.07	0.98	0.93	0.92	0.93	0.94	0.90	0.91	0.01	0.93	0.92	0.92	0.92	-0.02
Pall Mall	1.17	1.06	1.09	1.07	1.07	1.07	1.08	1.07	1.07	1.08	1.08	1.05	-0.03	1.08	1.07	1.07	1.07	-0.01
Misty	0.88	0.83	1.03	1.03	1.05	1.06	1.09	1.08	1.07	1.08	1.08	1.07	-0.01	1.09	1.08	1.08	1.08	0.00
Kent	1.28	1.15	1.07	1.05	1.01	1.00	1.01	1.02	1.00	1.01	1.03	1.02	-0.01	1.01	1.02	1.02	1.01	0.00
Viceroy	1.05	0.93	0.95	0.93	0.91	0.89	0.83	0.81	0.82	0.81	0.81	0.80	-0.01	0.83	0.81	0.81	0.81	-0.02
Capri	0.58	0.58	0.69	0.69	0.69	0.69	0.70	0.70	0.69	0.70	0.70	0.70	0.01	0.70	0.70	0.70	0.70	-0.01
Now	0.80	0.68	0.66	0.65	0.64	0.62	0.62	0.62	0.62	0.62	0.61	0.63	0.01	0.62	0.62	0.62	0.62	0.00
More	0.70	0.64	0.61	0.60	0.60	0.60	0.58	0.59	0.59	0.59	0.58	0.59	0.01	0.58	0.59	0.59	0.59	0.01

* Top 25 is Based on All Outlets Combined.

2061551406

Source: Nielsen Integrated Panel.

Source: https://www.industrydocuments.ucsf.edu/docs/krjm0004

INTEGRATED DISCOUNT PERFORMANCE
ALL OUTLETS COMBINED
WEEK ENDING 8/20/94

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Mar-94	Apr-94	May-94	Jun-94	Jul-94	MTD	7/30	8/6	8/13	8/20	Diff vs. wk ago	7/30	8/6	8/13	8/20	Diff vs. 4w ago
PRIVATE LABEL																		
PM PL	2.96	2.75	1.84	1.81	1.74	1.74	1.59	1.50	1.57	1.49	1.49	1.51	0.02	1.59	1.55	1.53	1.52	-0.08
RJR PL	4.74	4.63	4.06	3.94	3.85	3.76	3.76	3.76	3.88	3.83	3.73	3.73	0.00	3.76	3.79	3.78	3.79	0.10
American PL	0.43	0.55	0.82	0.79	0.67	0.67	0.68	0.69	0.65	0.69	0.70	0.68	-0.02	0.68	0.69	0.69	0.68	0.00
Liggett PL	1.22	0.97	1.11	1.04	1.07	1.07	1.06	1.11	1.10	1.15	1.00	1.19	0.19	1.06	1.08	1.07	1.11	0.06
Total PL	9.35	8.90	7.83	7.58	7.33	7.23	7.09	7.06	7.20	7.16	6.92	7.10	0.18	7.09	7.11	7.07	7.09	0.07
PL Share of Segment																		
PM PL	31.68	30.95	23.47	23.86	23.67	24.00	22.39	21.21	21.82	20.81	21.58	21.25	-0.32	22.39	21.86	21.69	21.36	-1.47
RJR PL	50.72	52.01	51.93	51.92	52.55	51.95	53.04	53.28	53.89	53.48	53.88	52.50	-1.38	53.04	53.24	53.50	53.44	0.89
American PL	4.59	6.16	10.45	10.47	9.15	9.24	9.63	9.73	9.01	9.60	10.10	9.51	-0.60	9.63	9.68	9.69	9.55	-0.12
Liggett PL	13.01	10.88	14.15	13.75	14.63	14.80	14.94	15.77	15.27	16.11	14.44	16.74	2.30	14.94	15.21	15.12	15.65	0.70
BRANDED DISCOUNT																		
Basic	4.00	4.95	4.62	4.70	4.69	4.62	4.50	4.50	4.44	4.48	4.54	4.48	-0.06	4.50	4.49	4.50	4.48	-0.02
Best Value	3.51	2.27	1.19	1.13	1.07	0.98	0.93	0.92	0.93	0.94	0.90	0.91	0.01	0.93	0.92	0.92	0.92	-0.02
Monarch	2.81	2.43	2.03	2.06	1.91	1.94	1.89	1.84	1.85	1.87	1.81	1.83	0.02	1.89	1.87	1.83	1.84	-0.06
GPC	4.48	4.13	4.42	4.64	4.88	5.01	5.02	5.12	4.93	5.23	5.13	4.99	-0.15	5.02	5.06	5.06	5.07	0.05
Raleigh Extra	0.65	0.63	0.46	0.43	0.40	0.39	0.33	0.27	0.34	0.30	0.25	0.27	0.02	0.33	0.32	0.30	0.29	-0.05
Doral	4.27	4.66	4.68	4.53	4.36	4.45	4.54	4.79	4.57	4.76	4.88	4.72	-0.16	4.54	4.61	4.68	4.73	0.21
Cambridge	2.25	1.94	1.84	1.85	1.82	1.80	1.84	1.89	1.94	1.94	1.89	1.84	-0.05	1.84	1.88	1.90	1.90	0.08
Viceroy	1.05	0.93	0.95	0.93	0.91	0.89	0.83	0.81	0.82	0.81	0.81	0.80	-0.01	0.83	0.81	0.81	0.81	-0.02
Misty	0.88	0.83	1.03	1.03	1.05	1.06	1.09	1.08	1.07	1.08	1.08	1.07	-0.01	1.09	1.08	1.08	1.08	0.00
Montclair	0.93	0.83	1.14	1.20	1.25	1.22	1.22	1.21	1.18	1.24	1.21	1.20	-0.01	1.22	1.21	1.22	1.21	-0.01
Alpine	0.52	0.44	0.43	0.42	0.41	0.41	0.41	0.40	0.40	0.40	0.41	0.39	-0.01	0.41	0.41	0.40	0.40	-0.02
Old Gold	0.15	0.16	0.31	0.31	0.33	0.32	0.32	0.35	0.34	0.33	0.35	0.35	0.01	0.32	0.32	0.33	0.34	0.03
Sterling	0.55	0.53	0.21	0.19	0.18	0.16	0.14	0.14	0.14	0.15	0.13	0.13	0.00	0.14	0.15	0.14	0.14	-0.01
Bristol	0.53	0.30	0.22	0.20	0.21	0.19	0.18	0.17	0.16	0.17	0.17	0.17	0.00	0.18	0.18	0.17	0.17	-0.02
Magna	0.41	0.39	0.19	0.17	0.16	0.17	0.15	0.14	0.15	0.15	0.14	0.13	0.00	0.15	0.15	0.15	0.14	-0.01
Pyramid	0.21	0.15	0.16	0.15	0.13	0.10	0.09	0.08	0.09	0.08	0.09	0.08	0.00	0.09	0.09	0.09	0.08	-0.01
Riviera	0.12	0.09	0.04	0.04	0.03	0.03	0.03	0.02	0.03	0.02	0.02	0.03	0.00	0.03	0.03	0.03	0.02	-0.01
Bucks	0.11	0.06	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.00	0.03	0.03	0.03	0.03	0.00
Richland 20's	0.12	0.07	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.04	0.00	0.04	0.05	0.04	0.04	0.00
American FtLts	0.08	0.06	0.03	0.03	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.00	0.02	0.02	0.02	0.02	0.00
Covington	0.00	0.00	0.04	0.03	0.03	0.02	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.01	0.01	0.00	-0.02
A/O Branded Discount	0.73	0.56	0.57	0.54	0.53	0.52	0.46	0.41	0.46	0.44	0.42	0.41	-0.03	0.46	0.45	0.43	0.45	-0.06
Total Branded Discount	28.36	26.41	24.67	24.67	24.46	24.39	24.08	24.23	23.93	24.49	24.32	23.89	-0.43	24.08	24.14	24.14	24.16	0.03
Basic Share of Discount	10.60	14.00	14.23	14.58	14.75	14.60	14.44	14.38	14.26	14.17	14.53	14.46	-0.07	14.44	14.38	14.40	14.35	-0.11
Total Discount Category	37.70	35.31	32.49	32.25	31.79	31.63	31.17	31.29	31.13	31.64	31.24	30.99	-0.24	31.17	31.25	31.22	31.25	0.10

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Source: Nielsen Integrated Panel.

Source: https://www.industrydocuments.ucsf.edu/docs/krjm0004

NIELSEN INTEGRATED DATA
(All Outlets Combined)

COMPANY	PM	RJR	B&W	American	Lorillard	Liggett
Base March 1993	41.63	33.58	10.70	5.92	5.73	2.31
August 20, 1994 (4WM)	46.26	28.85	10.38	6.11	6.41	1.87
	4.63	**(4.73)**	**(0.32)**	**0.19**	**0.68**	**(0.44)**

CATEGORY	Premium	Discount	Branded Discount	Private Label
Base March 1993	61.96	37.70	28.36	9.35
August 20, 1994 (4WM)	68.62	31.25	24.16	7.09
	6.66	**(6.45)**	**(4.20)**	**(2.26)**

MAJOR BRANDS	Marlboro	PM OPB	Winston	Select	Camel
Base March 1993	22.04	9.06	5.61	0.43	3.82
August 20, 1994 (4WM)	28.94	8.75	6.18	1.27	4.43
	6.90	**(0.31)**	**0.57**	**0.84**	**0.61**

MAJOR BRANDS	Salem	Vantage	Now	Kool	Newport
Base March 1993	4.22	1.72	0.80	3.27	3.24
August 20, 1994 (4WM)	3.89	1.38	0.62	3.15	3.97
	(0.33)	**(0.34)**	**(0.18)**	**(0.12)**	**0.73**

BRANDED DISCOUNTS	Basic	Cambridge	Alpine	Doral	Misty	Montclair	Monarch	Best Value	GPC
Base March 1993	4.00	2.25	0.52	4.27	0.88	0.93	2.81	3.51	4.48
August 20, 1994 (4WM)	4.48	1.90	0.40	4.73	1.08	1.21	1.84	0.92	5.07
	0.48	**(0.35)**	**(0.12)**	**0.46**	**0.20**	**0.28**	**(0.97)**	**(2.59)**	**0.59**

PRIVATE LABEL	PM	RJR	Liggett	American
Base March 1993	2.96	4.74	1.22	0.43
August 20, 1994 (4WM)	1.52	3.79	1.11	0.68
	(1.44)	**(0.95)**	**(0.11)**	**0.25**

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NOTE: In the Integrated Nielsen Panel, Premium plus Discount does not equal Total due to the inclusion of miscellaneous promotional volume.

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NIELSEN INTEGRATED DATA
(All Outlets Combined)

COMPANY	PM	RJR	B&W	American	Lorillard	Liggett
Base July 1993	45.50	31.87	9.81	5.50	5.38	1.82
August 20, 1994 (4WM)	46.26	28.85	10.38	6.11	6.41	1.87
	0.76	**(3.02)**	**0.57**	**0.61**	**1.03**	**0.05**

CATEGORY	Premium	Discount	Branded Discount	Private Label
Base July 1993	64.54	35.31	26.41	8.90
August 20, 1994 (4WM)	68.62	31.25	24.16	7.09
	4.08	**(4.06)**	**(2.25)**	**(1.81)**

MAJOR BRANDS	Marlboro	PM QPB	Winston	Select	Camel
Base July 1993	26.63	8.30	6.10	0.58	3.88
August 20, 1994 (4WM)	28.94	8.75	6.18	1.27	4.43
	2.31	**0.45**	**0.08**	**0.69**	**0.55**

MAJOR BRANDS	Salem	Vantage	Now	Kool	Newport
Base July 1993	3.91	1.49	0.68	3.01	3.17
August 20, 1994 (4WM)	3.89	1.38	0.62	3.15	3.97
	(0.02)	**(0.11)**	**(0.06)**	**0.14**	**0.80**

BRANDED DISCOUNTS	Basic	Cambridge	Alpine	Doral	Misty	Montclair	Monarch	Best Value	GPC
Base July 1993	4.95	1.94	0.44	4.66	0.83	0.83	2.43	2.27	4.13
August 20, 1994 (4WM)	4.48	1.90	0.40	4.73	1.08	1.21	1.84	0.92	5.07
	(0.47)	**(0.04)**	**(0.04)**	**0.07**	**0.25**	**0.38**	**(0.59)**	**(1.35)**	**0.94**

PRIVATE LABEL	PM	RJR	Liggett	American
Base July 1993	2.75	4.63	0.97	0.55
August 20, 1994 (4WM)	1.52	3.79	1.11	0.68
	(1.23)	**(0.84)**	**0.14**	**0.13**

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INTEGRATED NIELSEN PERFORMANCE
CONVENIENCE STORES
WEEK ENDING 8/20/94

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Mar-94	Apr-94	May-94	Jun-94	Jul-94	MTD	7/30	8/6	8/13	8/20	Diff vs. Wk-ago	7/30	8/6	8/13	8/20	Diff vs. 4w-ago
Philip Morris	43.22	47.59	47.62	48.03	48.51	48.57	48.08	47.98	47.95	47.65	47.95	48.36	0.41	48.08	48.01	47.96	47.97	-0.22
PM Premium	32.12	36.73	38.37	38.76	39.35	39.69	39.48	39.42	39.32	39.10	39.31	39.87	0.56	39.48	39.41	39.35	39.40	-0.20
PM Discount	11.09	10.86	9.25	9.27	9.16	8.88	8.61	8.56	8.63	8.54	8.64	8.49	-0.15	8.61	8.60	8.62	8.58	-0.01
PM Branded Discount	7.54	7.81	6.98	7.02	7.00	6.84	6.79	6.87	6.85	6.89	6.93	6.78	-0.15	6.79	6.83	6.87	6.86	0.12
PM Private Label	3.56	3.05	2.27	2.25	2.16	2.04	1.81	1.69	1.79	1.66	1.71	1.71	0.00	1.81	1.76	1.74	1.72	-0.12
PM Assorted Promo	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
R.J. Reynolds	33.88	31.33	28.59	28.15	27.61	27.47	27.77	28.02	28.04	28.13	28.13	27.80	-0.33	27.77	27.90	28.02	28.03	0.34
RJR Premium	15.48	15.61	15.64	15.60	15.67	15.56	15.87	16.02	15.98	16.04	16.08	15.94	-0.14	15.87	15.96	16.07	16.01	0.15
RJR Discount	18.40	15.72	12.95	12.55	11.94	11.91	11.90	12.00	12.05	12.09	12.04	11.86	-0.18	11.90	11.94	11.95	12.01	0.18
RJR Branded Discoun	11.43	9.40	7.92	7.72	7.30	7.43	7.39	7.51	7.35	7.51	7.62	7.40	-0.22	7.39	7.40	7.41	7.47	0.04
RJR Private Label	6.97	6.32	5.04	4.83	4.64	4.48	4.52	4.49	4.70	4.59	4.43	4.46	0.03	4.52	4.55	4.54	4.54	0.13
RJR Assorted Promo	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Brown & Williamson	11.01	9.95	10.37	10.63	10.79	10.92	10.89	10.84	10.78	11.03	10.87	10.62	-0.25	10.89	10.87	10.84	10.83	-0.09
B & W Premium	4.25	3.92	4.11	4.07	4.01	4.07	4.14	4.05	4.13	4.03	4.09	4.03	-0.06	4.14	4.08	4.08	4.07	-0.09
B & W Discount	6.77	6.03	6.27	6.56	6.78	6.85	6.76	6.80	6.65	7.01	6.78	6.60	-0.18	6.76	6.79	6.76	6.76	0.00
Lorillard	5.74	5.36	6.38	6.28	6.28	6.32	6.47	6.38	6.50	6.33	6.44	6.37	-0.07	6.47	6.42	6.43	6.41	-0.03
Lorillard Premium	5.72	5.26	6.12	6.01	5.98	6.04	6.18	6.06	6.19	6.03	6.12	6.04	-0.08	6.18	6.13	6.13	6.09	-0.08
Lorillard Discount	0.02	0.11	0.26	0.27	0.30	0.28	0.28	0.32	0.31	0.30	0.32	0.33	0.01	0.28	0.29	0.30	0.31	0.04
American Tobacco	4.76	4.62	5.42	5.42	5.31	5.24	5.22	5.17	5.08	5.18	5.21	5.11	-0.10	5.22	5.20	5.20	5.15	-0.07
American Premium	2.26	2.09	2.15	2.15	2.14	2.12	2.11	2.08	2.11	2.05	2.12	2.06	-0.06	2.11	2.09	2.10	2.08	-0.03
American Discount	2.50	2.53	3.27	3.26	3.17	3.13	3.11	3.09	2.98	3.13	3.09	3.05	-0.04	3.11	3.11	3.09	3.06	-0.06
Amer Branded Discount	1.97	1.80	2.17	2.22	2.31	2.28	2.28	2.26	2.21	2.31	2.24	2.24	0.00	2.28	2.28	2.27	2.25	-0.02
Amer Private Label	0.53	0.73	1.10	1.04	0.85	0.84	0.84	0.83	0.76	0.82	0.85	0.81	-0.04	0.84	0.84	0.82	0.81	-0.04
Liggett	1.37	1.09	1.56	1.45	1.46	1.43	1.47	1.54	1.56	1.61	1.35	1.68	0.33	1.47	1.51	1.48	1.55	0.10
Liggett Premium	0.42	0.34	0.28	0.28	0.26	0.25	0.25	0.27	0.25	0.29	0.24	0.27	0.03	0.25	0.26	0.26	0.27	0.02
Liggett Discount	0.95	0.75	1.28	1.17	1.20	1.18	1.22	1.27	1.30	1.32	1.10	1.41	0.31	1.22	1.25	1.22	1.28	0.07
Lg Branded Discount	0.38	0.23	0.18	0.21	0.20	0.19	0.19	0.13	0.18	0.12	0.14	0.13	-0.01	0.19	0.17	0.15	0.14	-0.05
Lg Private Label	0.57	0.52	1.09	0.96	1.00	0.99	1.03	1.15	1.12	1.19	0.96	1.28	0.32	1.03	1.08	1.07	1.14	0.13
A/O Co-International	0.01	0.05	0.05	0.04	0.05	0.06	0.09	0.07	0.09	0.07	0.06	0.06	0.00	0.09	0.08	0.08	0.07	-0.01

2061551410

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INTEGRATED NIELSEN PERFORMANCE
CONVENIENCE STORES
WEEK ENDING 8/20/94

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar 93	Jul 93	Mar 94	Apr 94	May 94	Jun 94	Jul 94	MTD	7/30	8/6	8/13	8/20	Diff vs. wk-ago	7/30	8/6	8/13	8/20	Diff vs. 4wk-ago
Imp Morris	43.22	47.59	47.62	48.03	48.51	48.57	48.08	47.98	47.95	47.65	47.95	48.36	0.41	48.08	48.01	47.96	47.97	-0.22
PM Premium- Shr Prem	53.31	57.40	57.51	57.92	58.33	58.56	57.96	58.01	57.76	57.84	57.79	58.40	0.61	57.96	57.95	57.82	57.95	-0.10
PM Discount- Shr Disc	27.92	30.17	27.81	28.02	28.15	27.56	26.99	26.72	27.04	26.38	27.02	26.75	-0.27	26.99	26.88	26.97	26.80	-0.22
PM Brd Disc- Shr Brd	26.81	30.77	29.36	29.25	29.32	28.66	28.68	28.76	29.06	28.54	28.85	28.90	0.06	28.68	28.76	28.91	28.84	0.35
PM PL-Shr PL	30.60	28.73	23.94	24.78	24.93	24.39	22.11	20.72	21.36	20.05	21.50	20.66	-0.84	22.11	21.44	21.33	20.89	-1.83
Marlboro	24.43	29.66	30.43	30.84	31.49	31.99	31.91	31.98	31.82	31.63	31.81	32.50	0.69	31.91	31.86	31.81	31.94	-0.04
Red	9.12	11.10	11.21	11.31	11.20	11.10	11.51	11.66	11.60	11.55	11.53	11.91	0.38	11.51	11.55	11.58	11.65	0.21
Lights NM	10.91	12.94	13.76	14.04	13.91	13.73	14.05	14.23	14.11	14.07	14.23	14.38	0.15	14.05	14.10	14.15	14.20	0.17
Gold	2.11	2.58	2.52	2.56	2.55	2.64	2.62	2.60	2.58	2.56	2.55	2.69	0.14	2.62	2.61	2.56	2.59	-0.02
Medium	1.51	1.83	1.73	1.72	1.73	1.72	1.79	1.81	1.79	1.80	1.80	1.83	0.03	1.79	1.80	1.80	1.80	0.03
Menthol	0.69	1.11	1.10	1.10	1.12	1.16	1.15	1.19	1.16	1.13	1.18	1.26	0.08	1.15	1.16	1.16	1.19	0.05
Other PM Premium	7.70	7.07	7.94	7.91	7.86	7.71	7.57	7.45	7.50	7.47	7.50	7.37	-0.14	7.57	7.56	7.54	7.46	-0.16
Benson & Hedges	2.20	2.09	2.31	2.39	2.35	2.18	2.07	2.02	2.05	2.00	2.05	2.00	-0.05	2.07	2.04	2.05	2.02	-0.05
Merit	2.68	2.30	2.70	2.62	2.63	2.63	2.61	2.59	2.65	2.63	2.56	2.58	0.02	2.61	2.63	2.62	2.60	-0.01
Virginia Slims	2.27	2.13	2.35	2.33	2.31	2.30	2.30	2.26	2.26	2.28	2.28	2.23	-0.05	2.30	2.31	2.29	2.26	-0.07
Parliament	0.40	0.41	0.45	0.45	0.45	0.47	0.47	0.46	0.43	0.43	0.49	0.44	-0.05	0.47	0.46	0.46	0.45	-0.03
Saratoga	0.09	0.08	0.08	0.08	0.07	0.08	0.07	0.07	0.06	0.07	0.08	0.07	-0.01	0.07	0.07	0.07	0.07	-0.01
Cambridge	1.46	1.38	1.25	1.32	1.30	1.28	1.39	1.50	1.56	1.57	1.49	1.43	-0.07	1.39	1.46	1.51	1.51	0.18
Alpine	0.40	0.34	0.31	0.31	0.28	0.29	0.30	0.31	0.29	0.31	0.32	0.30	-0.02	0.30	0.30	0.30	0.30	-0.01
Bristol	0.51	0.30	0.20	0.18	0.19	0.17	0.16	0.15	0.14	0.15	0.16	0.15	-0.01	0.16	0.16	0.16	0.15	-0.02
Basic	4.89	5.59	5.03	5.07	5.08	4.94	4.83	4.82	4.75	4.77	4.88	4.82	-0.06	4.83	4.81	4.81	4.81	-0.01
PM Private Label	3.56	3.05	2.27	2.25	2.16	2.04	1.81	1.69	1.79	1.66	1.71	1.71	0.00	1.81	1.76	1.74	1.72	-0.12
R J Reynolds	33.88	31.33	28.59	28.15	27.61	27.47	27.77	28.02	28.04	28.13	28.13	27.80	-0.32	27.77	27.90	28.02	28.03	0.34
RJR Premium-Shr Prem	25.69	24.39	23.43	23.31	23.23	22.96	23.30	23.57	23.48	23.72	23.64	23.36	-0.29	23.30	23.47	23.61	23.55	0.30
RJR Disc- Shr Disc	46.31	43.66	38.92	37.93	36.69	36.95	37.33	37.45	37.75	37.34	37.66	37.37	-0.29	37.33	37.34	37.41	37.53	0.30
Brown & Williamson	11.01	9.95	10.37	10.63	10.79	10.92	10.89	10.84	10.78	11.03	10.87	10.62	-0.24	10.89	10.87	10.84	10.83	-0.09
B & W Premium- Shr Prem	7.05	6.12	6.15	6.08	5.95	6.00	6.07	5.95	6.07	5.95	6.01	5.90	-0.11	6.07	6.00	6.00	5.98	-0.12
B & W Discount- Shr Disc	17.03	16.76	18.83	19.84	20.83	21.25	21.19	21.21	20.84	21.63	21.20	20.79	-0.42	21.19	21.22	21.15	21.12	-0.15
Lorillard	5.74	5.36	6.38	6.28	6.28	6.32	6.47	6.38	6.50	6.33	6.44	6.37	-0.08	6.47	6.42	6.43	6.41	-0.03
Lorillard Premium- Shr Prem	9.49	8.22	9.17	8.99	8.87	8.91	9.08	8.92	9.09	8.91	9.00	8.85	-0.15	9.08	9.01	9.00	8.96	-0.08
Lorillard Discount- Shr Disc	0.05	0.30	0.77	0.80	0.91	0.86	0.89	0.99	0.97	0.92	1.00	1.03	0.03	0.89	0.91	0.95	0.98	0.13
American Tobacco	4.76	4.62	5.42	5.42	5.31	5.24	5.22	5.17	5.08	5.18	5.21	5.11	-0.10	5.22	5.20	5.20	5.15	-0.07
American Prem-Shr Prem	3.75	3.26	3.22	3.22	3.17	3.12	3.10	3.05	3.09	3.03	3.11	3.01	-0.10	3.10	3.07	3.09	3.06	-0.03
American Discount- Shr Disc	6.29	7.04	9.83	9.87	9.73	9.71	9.76	9.65	9.32	9.67	9.66	9.61	-0.04	9.76	9.74	9.68	9.57	-0.24
Liggett	1.37	1.09	1.56	1.45	1.46	1.43	1.47	1.54	1.56	1.61	1.35	1.68	0.33	1.47	1.51	1.48	1.55	0.10
Liggett Premium- Shr Prem	0.69	0.53	0.43	0.41	0.38	0.37	0.37	0.40	0.37	0.43	0.36	0.39	0.03	0.37	0.38	0.38	0.39	0.03
Liggett Discount- Shr Disc	2.40	2.08	3.83	3.55	3.69	3.65	3.82	3.98	4.07	4.06	3.45	4.44	0.99	3.82	3.91	3.83	4.00	0.20

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Source: Nielsen Integrated Panel.

Source: https://www.industrydocuments.ucsf.edu/docs/krjm0004

INTEGRATED TOP 25 PERFORMANCE
CONVENIENCE STORES
WEEK ENDING 8/20/94

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Mar-94	Apr-94	May-94	Jun-94	Jul-94	MTD	7/30	8/6	8/13	8/20	Diff vs. wk-ago	7/30	8/6	8/13	8/20	Diff vs. 4wk-ago
Marlboro	24.43	29.66	30.43	30.84	31.49	31.99	31.91	31.98	31.82	31.63	31.81	32.50	0.69	31.91	31.86	31.81	31.94	-0.04
Marlboro B4G1F	0.00	0.00	0.00	0.01	0.87	1.53	0.68	0.37	0.47	0.41	0.39	0.30	-0.08	0.68	0.54	0.44	0.39	-0.48
Winston	5.16	5.89	5.48	5.34	5.35	5.49	5.75	5.77	5.89	5.78	5.77	5.76	-0.01	5.75	5.78	5.82	5.80	0.08
Winston Select	0.51	0.65	1.05	0.94	1.02	1.17	1.41	1.41	1.50	1.39	1.44	1.40	-0.04	1.41	1.43	1.45	1.43	0.05
Winston Select Lights	0.00	0.08	0.63	0.53	0.58	0.66	0.77	0.77	0.80	0.76	0.80	0.76	-0.04	0.77	0.78	0.79	0.78	0.01
GPC	4.95	4.44	4.96	5.32	5.60	5.69	5.73	5.87	5.61	6.03	5.88	5.67	-0.21	5.73	5.79	5.78	5.80	0.09
Basic	4.89	5.59	5.03	5.07	5.08	4.94	4.83	4.82	4.75	4.77	4.88	4.82	-0.06	4.83	4.81	4.81	4.81	-0.01
Doral	3.36	3.50	4.03	3.89	3.72	3.86	3.96	4.20	3.96	4.08	4.38	4.14	-0.25	3.96	4.00	4.09	4.14	0.19
Camel	4.27	4.34	4.68	4.90	4.93	4.80	4.84	4.95	4.81	4.96	4.98	4.90	-0.08	4.84	4.90	4.95	4.91	0.06
Camel Filters	3.66	3.78	4.16	4.38	4.39	4.25	4.29	4.41	4.26	4.43	4.44	4.35	-0.09	4.29	4.35	4.40	4.37	0.07
Camel Special Lights	0.12	0.62	0.66	0.78	0.75	0.65	0.58	0.56	0.57	0.57	0.59	0.54	-0.04	0.58	0.58	0.57	0.57	-0.02
Camel Non-Filter	0.61	0.55	0.52	0.52	0.54	0.55	0.55	0.54	0.55	0.53	0.54	0.55	0.01	0.55	0.54	0.54	0.54	-0.01
Salem	3.70	3.33	3.46	3.42	3.42	3.35	3.38	3.36	3.36	3.36	3.36	3.37	0.01	3.38	3.37	3.36	3.36	-0.02
Newport	3.90	3.74	4.53	4.47	4.48	4.54	4.70	4.58	4.70	4.54	4.64	4.55	-0.09	4.70	4.64	4.64	4.61	-0.08
Kool	3.39	3.13	3.22	3.21	3.18	3.23	3.30	3.24	3.30	3.21	3.28	3.22	-0.05	3.30	3.25	3.26	3.25	-0.06
Virginia Slims	2.27	2.13	2.35	2.33	2.31	2.30	2.30	2.26	2.26	2.28	2.28	2.23	-0.05	2.30	2.31	2.29	2.26	-0.07
Merit	2.68	2.30	2.70	2.62	2.63	2.63	2.61	2.59	2.65	2.63	2.56	2.58	0.02	2.61	2.63	2.62	2.60	-0.01
Benson & Hedges	2.20	2.09	2.31	2.39	2.35	2.18	2.07	2.02	2.05	2.00	2.05	2.00	-0.05	2.07	2.04	2.05	2.02	-0.05
Monarch	4.08	3.34	2.71	2.73	2.53	2.57	2.48	2.38	2.43	2.45	2.34	2.35	0.01	2.48	2.45	2.39	2.39	-0.12
Cambridge	1.46	1.38	1.25	1.32	1.30	1.28	1.39	1.50	1.56	1.57	1.49	1.43	-0.07	1.39	1.46	1.51	1.51	0.18
Vantage	1.41	1.20	1.21	1.15	1.17	1.14	1.13	1.18	1.16	1.18	1.21	1.14	-0.07	1.13	1.14	1.17	1.17	0.03
Carlton	0.89	0.85	0.90	0.92	0.91	0.90	0.87	0.86	0.87	0.85	0.88	0.86	-0.02	0.87	0.86	0.87	0.87	0.00
Montclair	0.90	0.84	1.19	1.26	1.36	1.31	1.29	1.29	1.25	1.33	1.28	1.26	-0.01	1.29	1.29	1.29	1.28	-0.01
Best Value	2.88	1.64	0.71	0.67	0.64	0.60	0.59	0.57	0.61	0.59	0.55	0.57	0.02	0.59	0.58	0.57	0.58	0.00
Pall Mall	0.85	0.77	0.77	0.77	0.77	0.76	0.78	0.76	0.77	0.74	0.78	0.75	-0.03	0.78	0.76	0.77	0.76	-0.02
Misty	0.75	0.77	0.89	0.86	0.88	0.89	0.93	0.91	0.90	0.92	0.91	0.91	0.01	0.93	0.93	0.92	0.91	0.00
Kent	0.88	0.81	0.73	0.70	0.66	0.65	0.68	0.66	0.68	0.66	0.67	0.66	-0.01	0.68	0.68	0.68	0.67	0.01
Viceroy	0.97	0.84	0.80	0.77	0.75	0.72	0.66	0.64	0.65	0.64	0.65	0.64	0.00	0.66	0.64	0.65	0.65	-0.02
Capri	0.50	0.50	0.63	0.63	0.60	0.60	0.60	0.58	0.58	0.59	0.58	0.57	-0.01	0.60	0.59	0.58	0.58	-0.03
Now	0.46	0.41	0.40	0.39	0.39	0.38	0.38	0.38	0.38	0.38	0.37	0.38	0.01	0.38	0.38	0.38	0.38	-0.01
More	0.47	0.43	0.40	0.40	0.40	0.40	0.38	0.38	0.39	0.38	0.38	0.39	0.00	0.38	0.39	0.39	0.38	0.00

* Top 25 is based on All Outlets Combined.

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Source: Nielsen Integrated Panel.

Source: https://www.industrydocuments.ucsf.edu/docs/krjm0004

INTEGRATED DISCOUNT PERFORMANCE
CONVENIENCE STORES
WEEK ENDING 8/20/94

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Mar-94	Apr-94	May-94	Jun-94	Jul-94	MTD	7/30	8/6	8/13	8/20	Diff vs. wk-ago	7/30	8/6	8/13	8/20	Diff vs. 4wk-ago
Private Label																		
PM PL	3.56	3.05	2.27	2.25	2.16	2.04	1.81	1.69	1.79	1.66	1.71	1.71	0.00	1.81	1.76	1.74	1.72	-0.12
JR PL	6.97	6.32	5.04	4.83	4.64	4.48	4.52	4.49	4.70	4.59	4.43	4.46	0.03	4.52	4.55	4.54	4.54	0.13
merican PL	0.53	0.73	1.10	1.04	0.85	0.84	0.84	0.83	0.76	0.82	0.85	0.81	-0.04	0.84	0.84	0.82	0.81	-0.04
iggett PL	0.57	0.52	1.09	0.96	1.00	0.99	1.03	1.15	1.12	1.19	0.96	1.28	0.32	1.03	1.08	1.07	1.14	0.13
Total PL	11.63	10.62	9.50	9.09	8.65	8.35	8.20	8.16	8.37	8.26	7.95	8.27	0.32	8.20	8.23	8.18	8.21	0.10
Share of Segment																		
PM PL	30.60	28.73	23.94	24.78	24.93	24.39	22.11	20.72	21.36	20.05	21.50	20.66	-0.84	22.11	21.44	21.33	20.89	-1.63
JR PL	59.93	59.52	53.01	53.14	53.65	53.67	56.10	55.08	56.13	55.54	55.70	53.96	-1.73	55.10	55.28	55.52	55.34	1.00
merican PL	4.57	6.87	11.57	11.47	9.88	10.12	10.20	10.17	9.11	9.96	10.70	9.85	-0.85	10.20	10.16	10.08	9.90	-0.54
iggett PL	4.90	4.88	11.49	10.61	11.55	11.81	12.59	14.04	13.40	14.45	12.11	15.53	3.42	12.59	13.12	13.08	13.88	1.38
BRANDED DISCOUNT																		
Basic	4.89	5.59	5.03	5.07	5.08	4.94	4.83	4.82	4.75	4.77	4.88	4.82	-0.06	4.83	4.81	4.81	4.81	-0.01
Best Value	2.88	1.64	0.71	0.67	0.64	0.60	0.59	0.57	0.61	0.59	0.55	0.57	0.02	0.59	0.58	0.57	0.58	0.00
Monarch	4.08	3.34	2.71	2.73	2.53	2.57	2.48	2.38	2.43	2.45	2.34	2.35	0.01	2.48	2.45	2.39	2.39	-0.12
GPC	4.95	4.44	4.96	5.32	5.60	5.69	5.73	5.87	5.61	6.03	5.88	5.67	-0.21	5.73	5.79	5.78	5.80	0.09
Raleigh Extra	0.63	0.60	0.43	0.41	0.37	0.38	0.32	0.24	0.35	0.27	0.21	0.24	0.03	0.32	0.31	0.28	0.27	-0.06
Doral	3.36	3.50	4.03	3.89	3.72	3.86	3.96	4.20	3.96	4.08	4.38	4.14	-0.25	3.96	4.00	4.09	4.14	0.19
Cambridge	1.46	1.38	1.25	1.32	1.30	1.28	1.39	1.50	1.56	1.57	1.49	1.43	-0.07	1.39	1.46	1.51	1.51	0.18
Viceroy	0.97	0.84	0.80	0.77	0.75	0.72	0.66	0.64	0.65	0.64	0.65	0.64	0.00	0.66	0.64	0.65	0.65	-0.02
Misty	0.75	0.77	0.89	0.86	0.88	0.89	0.93	0.91	0.90	0.92	0.91	0.91	0.01	0.93	0.93	0.92	0.91	0.00
Montclair	0.90	0.84	1.19	1.26	1.36	1.31	1.29	1.29	1.25	1.33	1.28	1.26	-0.01	1.29	1.29	1.29	1.28	-0.01
Alpine	0.40	0.34	0.31	0.31	0.28	0.29	0.30	0.31	0.29	0.31	0.32	0.30	-0.02	0.30	0.30	0.30	0.30	-0.01
Old Gold	0.13	0.15	0.27	0.27	0.31	0.29	0.29	0.32	0.32	0.31	0.32	0.33	0.01	0.29	0.30	0.31	0.32	0.04
Sterling	0.49	0.43	0.17	0.16	0.15	0.13	0.12	0.12	0.11	0.12	0.11	0.11	0.00	0.12	0.12	0.12	0.12	-0.01
Bristol	0.51	0.30	0.20	0.18	0.19	0.17	0.16	0.15	0.14	0.15	0.16	0.15	-0.01	0.16	0.16	0.16	0.15	-0.02
Magna	0.47	0.38	0.20	0.18	0.18	0.18	0.17	0.16	0.17	0.18	0.15	0.15	0.00	0.17	0.17	0.16	0.16	-0.01
Pyramid	0.17	0.11	0.06	0.05	0.05	0.05	0.04	0.04	0.05	0.03	0.05	0.04	-0.01	0.04	0.04	0.04	0.04	0.00
Riviera	0.14	0.10	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.00	0.03	0.03	0.03	0.03	0.00
Bucks	0.13	0.07	0.05	0.04	0.04	0.03	0.04	0.03	0.04	0.04	0.03	0.03	0.00	0.04	0.04	0.04	0.03	-0.01
Richland 20's	0.12	0.07	0.07	0.05	0.05	0.05	0.05	0.04	0.04	0.06	0.04	0.04	0.00	0.05	0.05	0.05	0.04	-0.01
American FIALts	0.04	0.02	0.01	0.02	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.00	0.01	0.01	0.01	0.01	0.00
Covington	0.00	0.00	0.03	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
A/O Branded Discount	0.64	0.48	0.36	0.39	0.36	0.39	0.30	0.25	0.29	0.24	0.24	0.25	0.00	0.30	0.28	0.26	0.26	-0.08
Total Branded Discount	28.11	25.39	23.78	24.00	23.89	23.87	23.69	23.88	23.56	24.13	24.03	23.47	-0.56	23.69	23.76	23.77	23.80	0.13
Basic Share of Discount	12.31	15.53	15.12	15.33	15.61	15.34	15.15	15.06	14.89	14.74	15.25	15.19	-0.07	15.15	15.05	15.06	15.01	-0.15
Total Discount Category	39.73	36.00	33.26	33.09	32.53	32.22	31.89	32.04	31.93	32.39	31.98	31.74	-0.24	31.89	31.99	31.95	32.01	0.23

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Source: Nielsen Integrated Panel

Source: https://www.industrydocuments.ucsf.edu/docs/krjm0004

NIELSEN WEEKLY C-STORE DATA
(800 C-Stores)

COMPANY	PM	RJR	B&W	American	Lorillard	Liggett
Base March 1993	43.22	33.88	11.01	4.76	5.74	1.37
August 20, 1994 (4WM)	47.97	28.03	10.83	5.15	6.41	1.55
	4.75	**(5.85)**	**(0.18)**	**0.39**	**0.67**	**0.18**

CATEGORY	Premium	Discount	Branded Discount	Private Label
Base March 1993	60.26	39.73	28.11	11.63
August 20, 1994 (4WM)	67.99	32.01	23.80	8.21
	7.73	**(7.72)**	**(4.31)**	**(3.42)**

MAJOR BRANDS	Marlboro	PM OPB	Winston	Select	Camel
Base March 1993	24.43	7.70	5.16	0.51	4.27
August 20, 1994 (4WM)	31.94	7.46	5.80	1.43	4.91
	7.51	**(0.24)**	**0.64**	**0.92**	**0.64**

MAJOR BRANDS	Newport	Kool	Salem	Vantage	Now
Base March 1993	3.90	3.39	3.70	1.41	0.46
August 20, 1994 (4WM)	4.61	3.25	3.36	1.17	0.38
	0.71	**(0.14)**	**(0.34)**	**(0.24)**	**(0.08)**

BRANDED DISCOUNTS	Basic	Cambridge	Alpine	Doral	Misty	Montclair	Monarch	Best Value	GPC
Base March 1993	4.89	1.46	0.40	3.36	0.75	0.90	4.08	2.88	4.95
August 20, 1994 (4WM)	4.81	1.51	0.30	4.14	0.91	1.28	2.39	0.58	5.80
	(0.08)	**0.05**	**(0.10)**	**0.78**	**0.16**	**0.38**	**(1.69)**	**(2.30)**	**0.85**

PRIVATE LABEL	PM	RJR	Liggett	American
Base March 1993	3.56	6.97	0.57	0.53
August 20, 1994 (4WM)	1.72	4.54	1.14	0.81
	(1.84)	**(2.43)**	**0.57**	**0.28**

2061551414

Source: Nielsen Integrated Panel.
Note: In the Integrated Nielsen Panel, Premium plus Discount does not equal Total due to the inclusion of miscellaneous promotional volume.

Source: https://www.industrydocuments.ucsf.edu/docs/krjm0004

NIELSEN WEEKLY C-STORE DATA
(800 C-Stores)

COMPANY	PM	RJR	B&W	American	Lorillard	Liggett
Base July 1993	47.59	31.33	9.95	4.62	5.36	1.09
August 20, 1994 (4WM)	47.97	28.03	10.83	5.15	6.41	1.55
	0.38	**(3.30)**	**0.88**	**0.53**	**1.05**	**0.46**

CATEGORY	Premium	Discount	Branded Discount	Private Label
Base July 1993	64.00	36.00	25.39	10.62
August 20, 1994 (4WM)	67.99	32.01	23.80	8.21
	3.99	**(3.99)**	**(1.59)**	**(2.41)**

MAJOR BRANDS	Marlboro	PM OPB	Winston	Select	Camel
Base July 1993	29.66	7.07	5.89	0.65	4.34
August 20, 1994 (4WM)	31.94	7.46	5.80	1.43	4.91
	2.28	**0.39**	**(0.09)**	**0.78**	**0.57**

MAJOR BRANDS	Newport	Kool	Salem	Vantage	Now
Base July 1993	3.74	3.13	3.33	1.20	0.41
August 20, 1994 (4WM)	4.61	3.25	3.36	1.17	0.38
	0.87	**0.12**	**0.03**	**(0.03)**	**(0.03)**

BRANDED DISCOUNTS	Basic	Cambridge	Alpine	Doral	Misty	Montclair	Monarch	Best Value	GPC
Base July 1993	5.59	1.38	0.34	3.50	0.77	0.84	3.34	1.64	4.44
August 20, 1994 (4WM)	4.81	1.51	0.30	4.14	0.91	1.28	2.39	0.58	5.80
	(0.78)	**0.13**	**(0.04)**	**0.64**	**0.14**	**0.44**	**(0.95)**	**(1.06)**	**1.36**

PRIVATE LABEL	PM	RJR	Liggett	American
Base July 1993	3.05	6.32	0.52	0.73
August 20, 1994 (4WM)	1.72	4.54	1.14	0.81
	(1.33)	**(1.78)**	**0.62**	**0.08**

2061551415

Source: Nielsen Integrated Panel.
Note: In the Integrated Nielsen Panel, Premium plus Discount does not equal Total due to the inclusion of miscellaneous promotional volume.

Source: https://www.industrydocuments.ucsf.edu/docs/krjm0004

NIELSEN WEEKLY C-STORE REPORT
% OF STORES WITH A PROMOTION

	TOTAL (ANY PROMO)				FREE GOODS				INCENTIVES				MONEY OFF				OTHER			
	7/30/94	8/6/94	8/13/94	8/20/94	7/30/94	8/6/94	8/13/94	8/20/94	7/30/94	8/6/94	8/13/94	8/20/94	7/30/94	8/6/94	8/13/94	8/20/94	7/30/94	8/6/94	8/13/94	8/20/94
Philip Morris	67	66	67	64	35	35	34	33	19	19	22	22	17	17	16	16	41	39	39	35
PM Premium	62	60	60	56	26	23	21	21	13	13	16	16	16	15	15	15	41	39	39	35
PM Discount	27	28	29	30	19	20	22	22	10	10	9	11	2	3	2	2				
PM Brd Disc	27	28	29	30	19	20	22	22	10	10	9	11	2	3	2	2				
PM PL	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Marlboro	55	52	54	50	28	23	21	21	7	9	13	13	1	1	1	1	40	39	38	35
Red	22	19	21	18	18	14	13	10	5	7	10	10	1	1	1	1				
Lights	25	23	25	24	23	19	18	17	4	6	11	11	1	1	1	1				
Gold	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Medium	17	15	14	13	15	12	11	9	4	4	8	6	0	0	0	0				
Menthol	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
PM Other Premium	7	8	6	6	0	0	0	0	6	4	3	3	15	14	14	14				
Benson & Hedges	15	14	13	13	0	0	0	0	2	2	2	2	14	13	12	12				
Merit	7	6	5	5	0	0	0	0	4	4	3	3	3	3	2	2				
Virginia Slims	5	5	4	3	0	0	0	0	2	2	2	2	0	0	0	0	2	1	1	1
Parliament	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Saratoga	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Cambridge	15	17	18	18	12	14	15	16	2	2	2	2	1	2	1	1				
Alpine	2	2	2	1	1	1	1	1	0	0	0	0	1	1	1	0				
Bristol	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0				
Basic	14	14	14	16	8	7	7	6	9	9	9	10	0	0	0	0				
PM Private Label	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
R.J. Reynolds	74	75	75	74	29	23	22	22	37	37	34	34	49	50	49	48	37	33	32	33
RJR Premium	72	73	72	72	22	18	18	18	37	37	34	34	44	44	44	43	37	33	32	33
RJR Discount	31	29	28	28	11	9	7	7	0	0	0	0	25	25	24	24				
Brown & Williamson	38	39	36	38	13	13	12	12	8	8	8	8	28	30	27	28	1	0	1	1
B & W Premium	28	29	28	30	13	13	12	12	7	8	7	7	17	18	17	18	1	0	1	1
B & W Discount	20	20	18	18	0	0	0	0	1	1	1	1	20	20	18	18				
Lorillard	44	44	44	42	0	0	0	0	2	1	1	2	43	43	43	42				
Lorillard Premium	41	42	41	39	0	0	0	0	2	1	1	2	41	41	41	39				
Lorillard Discount	10	11	11	13	0	0	0	0	0	0	0	0	10	11	11	13				
American Tobacco	32	32	31	32	3	2	2	4	12	11	10	10	27	28	26	27	1	1	1	1
American Premium	12	12	10	9	1	1	1	1	0	0	0	0	10	11	10	9	1	1	1	1
American Discount	28	28	28	27	2	1	1	3	11	11	10	10	23	23	22	22				
Liggett	7	7	7	6	1	1	1	1	0	0	0	0	6	6	6	5				
Liggett Premium	5	5	5	4	1	1	1	1	0	0	0	0	4	4	3	3				
Liggett Discount	3	3	3	3	0	0	0	0	0	0	0	0	3	3	3	3				

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NOTE: Money Off Includes: Buy Down Stickers. Others Includes: Refund Offers, Sweepstakes, and Mail In Offer.

Source: https://www.industrydocuments.ucsf.edu/docs/krjm0004

NIELSEN WEEKLY C-STORE REPORT
% OF STORES WITH A PROMOTION

	TOTAL (ANY PROMO)				FREE GOODS				INCENTIVES				MONEY OFF				OTHER			
	7/30/94	8/6/94	8/13/94	8/20/94	7/30/94	8/6/94	8/13/94	8/20/94	7/30/94	8/6/94	8/13/94	8/20/94	7/30/94	8/6/94	8/13/94	8/20/94	7/30/94	8/6/94	8/13/94	8/20/94
Marlboro	55	52	54	50	26	23	21	21	7	9	13	13	1	1	1	1	40	39	39	35
Winston	66	65	65	65	19	16	16	16	26	24	24	23	37	36	37	36	24	23	22	26
Winston Select	51	49	50	49	19	16	16	16	24	21	21	20	31	31	32	31				
Winston Select Lights	48	46	46	46	17	15	15	15	22	19	18	18	30	28	30	29				
Winston Less Select	38	37	34	38	0	0	0	0	6	7	5	5	12	12	11	11				
Winston B3G3F	15	12	13	14	15	12	13	14	0	0	0	0	0	0	0	0				
SPC	16	15	14	15	0	0	0	0	0	0	0	0	16	15	14	15				
Basic	14	14	14	16	8	7	7	6	9	9	9	10	0	0	0	0				
Doral	24	24	23	22	3	3	2	2	0	0	0	0	23	23	22	21				
Camel	54	52	49	45	6	6	4	4	24	24	19	17	19	20	18	19	31	28	27	24
Camel Filter	38	38	32	30	6	6	4	4	24	24	19	17	19	20	18	19				
Camel Wides	5	5	5	5	0	0	0	0	1	1	1	1	4	4	5	4				
Camel Special Lights	26	26	22	21	6	5	3	3	11	11	9	8	14	15	13	14				
Camel Non- Filter	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Salem	6	6	6	6	0	0	0	0	0	0	0	0	4	5	5	5	1	1	1	1
Newport	23	25	22	21	0	0	0	0	2	1	1	2	22	24	21	21				
Kool	20	20	20	22	10	9	8	9	0	0	0	0	13	14	14	15				
Virginia Slims	5	5	4	3	0	0	0	0	2	2	2	2	0	0	0	0	2	1	1	1
Merit	7	6	5	5	0	0	0	0	4	4	3	3	3	3	2	2				
Benson & Hedges	15	14	13	13	0	0	0	0	2	2	2	2	14	13	12	12				
Monarch	12	10	10	10	9	7	6	6	0	0	0	0	5	4	4	4				
Cambridge	15	17	18	18	12	14	15	16	2	2	2	2	1	2	1	1				
Vantage	6	6	5	5	0	0	0	0	0	0	0	0	5	5	4	4	1	1	0	0
Carlton	11	12	10	9	1	1	1	1	0	0	0	0	10	11	10	9	1	1	1	1
Montclair	17	16	16	15	1	1	1	1	5	6	6	5	14	12	12	12				
Best Value	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Pall Mall	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Misty	20	20	19	21	1	1	1	3	7	8	5	5	18	15	15	16				
Kent	2	2	2	2	0	0	0	0	0	0	0	0	2	2	2	1				
Kent International	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1				
Viceroy	3	3	3	3	0	0	0	0	0	0	0	0	3	3	3	3				
Capri	17	19	18	15	5	5	5	4	7	8	7	7	8	9	10	8				
Now	1	1	1	1	0	0	0	0	0	0	0	0	1	1	1	1				
More	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				

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NOTE: Money Off Includes: Buy Down Stickers. Others Includes: Refund Offers, Sweepstakes, and Mail In Offer.

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NIELSEN WEEKLY C-STORE REPORT
% OF STORES WITH A PROMOTION

	TOTAL (ANY PROMO)				FREE GOODS				INCENTIVES				MONEY OFF				OTHER			
	7/30/94	8/6/94	8/13/94	8/20/94	7/30/94	8/6/94	8/13/94	8/20/94	7/30/94	8/6/94	8/13/94	8/20/94	7/30/94	8/6/94	8/13/94	8/20/94	7/30/94	8/6/94	8/13/94	8/20/94
PM PL	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
RJR PL	2	2	2	2	0	0	0	0	0	0	0	0	2	2	2	2				
American PL	1	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0				
Liggett PL	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Total PL	3	3	3	4	0	0	0	0	0	0	0	0	3	3	3	3				
Basic	14	14	14	16	8	7	7	6	9	9	9	10	0	0	0	0				
Best Value	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Monarch	12	10	10	10	9	7	6	6	0	0	0	0	5	4	4	4				
GPC	16	15	14	15	0	0	0	0	0	0	0	0	16	15	14	15				
Raleigh Extra	5	5	4	5	0	0	0	0	0	0	0	0	5	5	4	5				
Doral	24	24	23	22	3	3	2	2	0	0	0	0	23	23	22	21				
Cambridge	15	17	18	18	12	14	15	16	2	2	2	2	1	2	1	1				
Viceroy	3	3	3	3	0	0	0	0	0	0	0	0	3	3	3	3				
Misty	20	20	19	21	1	1	1	3	7	6	5	5	16	15	15	16				
Montclair	17	16	16	15	1	1	1	1	5	6	6	5	14	12	12	12				
Alpine	2	2	2	1	1	1	1	1	0	0	0	0	1	1	1	0				
Old Gold	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Sterling	2	2	1	2	0	0	0	0	0	0	0	0	2	2	1	2				
Bristol	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0				
Magna	2	1	1	1	0	0	0	0	0	0	0	0	2	1	1	1				
Pyramid	2	2	2	2	0	0	0	0	0	0	0	0	2	2	2	2				
Riviera	2	2	3	2	0	0	0	0	0	0	0	0	2	2	2	2				
Bucks	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Richland 20's	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
American FM Lts	0	0	1	1	0	0	0	0	0	0	0	0	0	0	1	1				
Covington	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Total Branded Discount	61	63	59	58	27	27	28	27	20	19	18	19	47	49	44	44				
Total Discount	61	63	59	58	27	27	28	27	20	19	18	19	47	50	45	45				

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NOTE: Money Off Includes: Buy Down Stickers. Others Includes: Refund Offers, Sweepstakes, and Mail In Offer.

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